



***Pinot's Palette*® Announces Record Expansion for Philadelphia**

**World's fastest-growing paint and sip franchise plans to add 10 studios across the market.**

**HOUSTON (November 30, 2016)** – *Pinot's Palette*, the world's fastest-growing paint and sip franchise, has announced record expansion plans for the greater Philadelphia area, with a goal to open 10 more studios across the market over the next 24 months.

Six studios are already open in the greater Philadelphia area with four in Pennsylvania in Lower Merion, Chadds Ford, Collegeville and Exton and two in New Jersey in Cherry Hill and Princeton.

"We've had incredible growth across the U.S., and we look forward to expanding the *Pinot's Palette* experience of sipping wine, painting your own masterpiece and spending time with friends in the Philadelphia area," said Charles Willis, co-founder and president of *Pinot's Palette*. "The market provides the perfect upscale demographics to broaden our network and reach growing demand from guests who want a fun night out with the leader in the paint and sip industry."

Following a 70 percent increase in system-wide gross sales in 2015, *Pinot's Palette* has expanded quickly to include more than 180 retail establishments open and under development across the U.S. and internationally that offer an exceptional experience for a girls' night out, date night, or special gathering of friends and family.

Today, *Pinot's Palette* is also one of the largest employers for professional artists in America. And the business continues to be a masterpiece for people who want to be their own boss and operate single or multiple locations. With a motto to "Paint. Drink. Have Fun." the concept has been featured in Forbes, Entrepreneur, Inc., MSNBC, CNBC and elsewhere for its growing popularity.

### **About *Pinot's Palette***

*Pinot's Palette* is a pioneer of the paint and sip experience – a revolutionary way to enjoy art and wine, meet new people and bond with friends. With more than 180 locations open or under development across 35 states and Canada, and new locations popping up monthly, *Pinot's Palette* is the world's fastest growing paint and sip franchise. Guests enjoy a no-skills-required art class—all supplies included—directed by trained, local artists, who guide guests step-by-step through a featured painting. By bringing fun, modern and creative ideas to their events, *Pinot's Palette* curates a unique, rewarding experience while providing a worthwhile contribution to the community. For more information, visit [www.PinotsPalette.com](http://www.PinotsPalette.com).

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